

ABSTRAK

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KEGIATAN KERJA PROFESI CONTENT CREATOR DALAM WEBSITE KOMPRESS ILMU KOMUNIKASI UNIVERSITAS PEMBANGUNAN JAYA

Selama melaksanakan kerja profesi di KOMPRESS, Praktikan bekerja di bawah pengawasan serta bimbingan Kepala Redaksi. Dalam kerja profesi, Praktikan berkesempatan untuk turut berpartisipasi dan terlibat langsung dalam pelaksanaan fungsi public Content Creator dan Content Writer di website dan Social Media KOMPRESS ini seperti pembuatan konten artikel, konten visual instagram @ilkom_UPJ seperti Factkom, Wekom, Polling, CurhaTime dan News Graphic dan pekerjaan tambahan seperti special event, Virtual Fashion Dance dan Liputan Wawancara. Aktivitas atau tanggung jawab Content Creator dan Content Writer. Dalam menjalankan Kerja Profesi praktikan menerapkan beberapa teori dan pembelajaran dari mata kuliah ilmu komunikasi dan minor public relations, yaitu Media Audio Visual, Pengantar Hubungan Masyarakat, Produksi Media Hubungan Masyarakat, Manajemen Acara, Hubungan Masyarakat Online dan Penulisan Hubungan Masyarakat.

Kata kunci :Content Creation, Content Creator, Content Writer, Social Media, Public Relations

ABSTRACT

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CONTENT CREATOR PROFESSIONAL WORK ACTIVITIES IN ILMU KOMUNIKASI WEBSITE KOMPRESS UNIVERSITAS PEMBANGUNAN JAYA

During professional work at KOMPRESS, Praktikan worked under the supervision and guidance of the Editor-in-Chief. In professional work, Practican has the opportunity to participate and engage directly in the implementation of public Content Creator and Content Writer functions on kompress website and Social Media such as article content creation, instagram @ilkom_UPJ visual content such as Factkom, Wekom, Polling, CurhaTime and News Graphic and additional work such as special events, Virtual Fashin Dance and Interview Coverage. Content Creator and Content Writer activities or responsibilities. In carrying out professional work praktikan apply several theories and learning from communication science courses and minor public relations, namely Audio Visual Media, Introduction to Public Relations, Production of Public Relations Media, Event Management, Online Public Relations and Public Relations Writing.

Keywords: Content Creation, Content Creator, Content Writer, Social Media, Public Relations